

IDAHO BRAND BOARD



Strategic Plan FY 2024 – 2027

Brad Little
Governor

Colonel Kedrick Wills
ISP Director

Ken Wood
Brand Board Chairman

Cody Burlile
State Brand Inspector

MISSION

To serve and protect the Idaho livestock industry from theft, illegal transportation, and illegal slaughter of livestock by applying professional livestock identification principles, recording livestock brands, performing brand inspections, and enforcing Idaho livestock brand laws.

VISION

To provide enhanced protection through modernization, technology, education, and enforcement.

GUIDING PRINCIPLES

- Benefit Idaho's livestock industry
- Adhere to legislative intent and statute
- Endorse fiscal responsibility
- Embrace modernized technology
- Strengthen and maintain trusted relationships
- Provide shared expertise within affiliates.

CORE FUNCTIONS

- Perform Brand Inspection on all cattle and equine when change of ownership occurs, when leaving the state or destined to slaughter.
- Uphold all existing Brand Registrations.
- Process new Brand applications.
- Process Transfer of Brand applications.
- Maintain existing and process new Livestock Dealer and Representative of Dealers Licenses.
- Collect and process subsidiary assessments fees for Idaho Beef Council, Animal Damage Control Board, Livestock Disease Control, Wolf Control Board, and Idaho Horse Council.
- Enforce all livestock Brand laws.

KEY PERFORMANCE MEASURES

Performance Measures are developed based on internal targets established to enhance efficiencies and improve customer service. Benchmarks with quantifiable targets have been refined in this Plan after review of past years' performance and the potential occurrence of key external factors. These are measured at the completion of each fiscal year and reported in the agency's annual performance report.

GOAL

Enhance electronic Livestock Brand Inspection Software to include mobile inspection, online/mobile billing and payment, and improved services for brand recording, brand transfers and livestock dealer licensing.

Objective:	Modernize industry services with enhanced inspection quality, data efficiency, and fiscal effectiveness while allowing for immediate data access for animal disease traceability and proficiency in response to information requests.
Performance Measure:	Complete platform development, software implementation and staff training to allow for proficiency with the modernized brand inspection software program.
Benchmark:	100% by FY2027
Explanation:	Benchmark is based on development and execution of individual project segments needed for full implementation. <ul style="list-style-type: none">▪ Office/Mobile Platform Integration – 5%▪ Mobile Billing/Payment Structure – 10%▪ Online Brand Services Application – 20%▪ Mobile Cattle Field Inspection Application – 20%▪ Mobile Equine Field Inspection Application – 10%▪ Mobile Lifetime Inspection Application – 10%▪ Mobile Livestock Market Inspection Application – 20%▪ Staff Training – 5%

External Factors: Limited funding, software development, vendor availability and performance, uninterrupted commerce, staff availability and training.

GOAL

Provide consistent and prompt service when processing brand applications.

Objective: Process and approve brand applications in a timely manner

Performance Measure: Process all brand applications within 10 business days of receipt.

Benchmark: 100%.

Explanation: Benchmark is based on the number of brand application processed within 10 business days, verses those not being processed within the targeted timeframe.

External Factors: Limited staff, seasonality, extraordinary challenges

GOAL

Impound proceeds where ownership of livestock is questionable or indeterminate.

Objective: Protect livestock owners throughout the state by validating ownership.

Performance Measure: Allocate impounded proceeds to rightful owners.

Benchmark: 95-100%

Explanation: Benchmark is based on the total number of livestock or proceeds impounded verses those that are released to the rightful owner.

External Factors: Lack of proof of ownership (*branding, bill of sale, brand inspection cert.*), expired brand recordings, estate probate, financial institution clearances, UCC act, unidentified owner.